

ABSTRACT

Prastowo, Aji. 2017. *Analysis of Associative Meaning in Urbano Comic Strips in The Jakarta Post Sunday Editions on March-September 2015*. Thesis. Supervisor 1: Dr. Chusni Hadiati, S.S, M.Hum., Supervisor 2: Erna Wardani, S.Pd., M.Hum., Examiner: Tuti Purwati, S.S., M.Pd. Jendral Soedirman University, Humanities Faculty, English Department, English Study Program. Purwokerto.

The research entitled “Analysis of associative meaning in *Urbano* Comic Strips in *the Jakarta Post* Sunday Editions on March-September 2015”. The purpose of the research is to find out the types of associative meaning in *Urbano* comic strips produced by major characters in *Urbano* comic strips and find the dominant type of associative meaning. The main data of the research is *Urbano* comic strips Sunday edition on March-September 2015. Later, the data were analyzed using the types of associative meaning’s theory by Leech. This research used descriptive qualitative method to analyze the data. The results of the research showed 19 utterances produced by major characters. The data were classified as follows: 1 datum of connotative meaning, 2 data of social meaning, 14 data of affective meaning, 1 datum of reflected meaning, and 1 datum of collocative meaning. The affective meaning is the dominant type in *Urbano* comic strips. It shown by some characters that show their feeling or idea with through utterances which contain the problem, the solution of the problem, or its reaction of the other character’s problem

Keywords: associative meaning, *Urbano* comic strips, types of associative meaning.

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Penelitian ini berjudul “Analysis of Associative Meaning in *Urbano* Comic Strips in *the Jakarta Post* Sunday Edition on March-September 2015”. Tujuan penelitian ini adalah untuk menemukan tipe-tipe *associative meaning* di komic strip *Urbano* yang dihasilkan oleh karakter utama dan menemukan tipe dominan *affective meaning*. Data utama dari penelitian ini adalah komik strip *Urbano* di bulan Maret-September 2015. Kemudian, data tersebut dianalisis menggunakan teori dari Leech tentang *associative meaning*. Penelitian ini menggunakan metode deskriptif kualitatif dalam menganalisis data. Hasil dari penelitian ini menunjukkan bahwa ada 19 ujaran yang termasuk dalam tipe *associative meaning*. Data tersebut diklasifikasikan sebagai berikut: 1 data *connotative meaning*, 2 data *social meaning*, 14 data *associative meaning*, 1 data *reflected meaning*, dan 1 data *collocative meaning*. Affective meaning adalah dominan tipe di *urbano* comic strip. Itu ditunjukkan beberapa karakter menunjukan perasaanya dan ideanya lewat ucapanya yang mengandung masalah, solusi dari tersebut atau hanya sekedar reaksi dari masalah yang dipunyai karakter lain.

Kata kunci: *associative meaning*, komik strip *Urbano*, tipe-tipe *associative meaning*.